

## CLAIMS

1. An advertisement delivery system for dynamically incorporating advertisements into executing game code, comprising:

a game console connected to a communication network and executing the game code, the game console structured to locate advertising tags in the program, to compare a set of criteria identifying a set of advertisements stored on the game console after an advertising tag is located to select one of the stored advertisements, and to dynamically insert the selected advertisement into the game code; and

an advertising server connected to the communication network and coupled to a data repository, the advertising server structured to send the set of advertisements and their identifying criteria to the game console.